

### IN THE CLAIMS

1. (Currently Amended) A method for personalized profile based advertising associated with a network of hub processing units coupled to a plurality of information processing units over a network, the method of personalized profile based advertising on a first hub processing unit comprising the steps of:

entering an initializing routine to initialize hardware and software of the first hub processing unit by performing the sub-steps of:

an administrative receiving step of receiving administrative commands from a user to edit software on the first hub processing unit;

a registration step of receiving registration information from a second hub processing unit and from information processing units associated with the network, wherein the second hub processing unit is a merchant server;

a profile receiving step of receiving profile data and location data about locations of the information processing units;

entering an operational state for the personalized profile based advertising and performing the sub-step of:

gathering by a first manager associated with the first hub processing unit a received location data as well as a user profile data associated with an information processing unit stored in a database associated with the first hub processing unit.

2. (Original) The method as defined in claim 1, wherein the registration sub-step of receiving registration information from a second hub processing unit and from information processing units associated with the network further comprises the registration information from the second hub processing unit comprises registration information that has been modified by a user.

3. (Original) The method as defined in claim 1, wherein the registration sub-step of receiving registration information from a second hub processing unit and from

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information processing units associated with the network further comprises receiving registration information from a second hub processing unit wherein the second hub processing unit is an initialized hub processing unit.

4. (Cancelled)

5. (Original) The method as defined in claim 1, wherein the registration sub-step of receiving registration information from a second hub processing unit and from information processing units associated with the network further comprises the information processing units comprising wireless components.

Q' 6. (Original) The method as defined in claim 1, wherein the registration sub-step of receiving registration information from a second hub processing unit and from information processing units associated with the network further comprises the information processing units being initialized information processing units.

7. (Original) The method as defined in claim 1, wherein the information processing units comprise information processing units selected from the group of information processing units consisting of cellular phones, personal data assistants, car computer systems and personal communication devices.

8. (Original) The method as defined in claim 1, wherein the step of entering an operational state for the personalized profile based advertising further comprises performing after the gathering sub-step the further sub-steps of:

determining whether or not the user profile matches a merchant profile and if the user profile matches a merchant profile matches then performing the secondary sub-steps of:

forwarding the user location and profile to the second hub processing unit which performs further processing; and

checking whether or not the information processing unit is turned on and if

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the information processing unit is turned on then continuing the personalized advertising process and if the information processing unit is not turned on then, ending the process for the information processing unit;

wherein, if the user profile does not match the merchant profile then performing the secondary sub-step of:

checking whether or not the information processing unit is turned on and if the information processing unit is turned on then continuing the personalized advertising process; otherwise, ending the process for the information processing unit.

9. (Currently Amended) A method for personalized profile based advertising associated with a network of hub processing units coupled to a plurality of information processing units over a network, the method of personalized profile based advertising on a second hub processing unit comprising a merchant server, comprising the steps of:

registering by sending registration information to a hub processing unit;

receiving location data and user profile data about an information processing unit from a first hub processing unit;

generating a personalized advertisement based upon the received location data as well as a user profile data associated with the information processing unit; and

forwarding the personalized advertisement to the information processing unit for display on an output device.

10. (Original) The method as defined in claim 9, wherein the information processing units comprise information processing units selected from the group of information processing units consisting of cellular phones, personal data assistants, car computer systems, wireless systems and personal communication devices.

11. (Cancelled)

12. (Original) The method as defined in claim 9, wherein the step of generating a personal advertisement further comprises the sub-steps of:

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searching for advertisements in a database associated with the second hub processing unit for any ad profiles that match a user profile and if there are ads that match then performing the secondary sub-steps of:

determining whether or not a user location is close to a sales location and if user location is close to a sales location then performing the tertiary sub-steps of:

adding location information into the advertisement;

adding personal data into the advertisement; and

terminating the generating of personal advertising step;

wherein if the user location and sales location are not if user location is close to a sales location then performing the tertiary sub-steps of:

adding personal data into the advertisement; and terminating the generating of personal advertising step;

wherein if there are no advertisements that match a user profile then terminating the generating of personal advertising step.

13. (Currently Amended) The method as defined in claim 12, wherein the adding of personal data tertiary sub-steps further comprise adding personal data selected from the group of personal data consisting of a name, interests, age, background, education, hobbies and other personalized data relating to the user.

14. (Original) A method for personalized profile based advertising associated with a network of hub processing units coupled to a plurality of information processing units over a network, the method of personalized profile based advertising on a first hub processing unit comprising the steps of:

detecting an active information processing unit;

connecting to the active information processing unit;

requesting user location records and profile from the active information processing unit and if the location records exist then performing the sub-steps of:

receiving active information processing unit location records;

searching for sales locations close to the user location records;

determining if the user location records indicate if a user is in a sales location and if the user is in a sales location then performing the sub-steps of:

loading map information from a first map database;

determining if a user profile exists and if a user profile exists then performing the sub-steps of:

searching for a product in a products database;

determining if any product matches the user profile; and if a product matches the user profile then performing the sub-steps of:

generating a first map;

sending the first map to the active information processing unit;

wherein if no product matches the user profile then performing the sub-steps of:

generating a second map;

sending the second map to the active information processing unit;

wherein if a user profile does not exist then performing the sub-steps of:

generating a third map;

sending the third map to the active information processing unit;

wherein if the user location records indicate that a user is not in a sales location then performing the sub-steps of:

loading map information from a second map database;

determining user direction from the user location records;

creating a fourth map;

sending the fourth map to the active information processing unit;

wherein if the user location records do not exist then performing the sub-steps of:

receiving an error message from the active information processing unit.

15. (Original) The method as defined in claim 14, wherein the first hub processing unit comprises an advertisement server.

16. (Original) The method as defined in claim 14, wherein the information processing units comprise information processing units selected from the group of information

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processing units consisting of cellular phones, personal data assistants, car computer systems and personal communication devices.

17. (Original) The method as defined in claim 14, wherein the active information processing unit records comprise at least two location records for the active information processing unit.

18. (Original) The method as defined in claim 14, wherein the first map comprises a map to the matched product, the second map and third maps comprise generic aisle maps for the sales location, and the fourth map comprises a driving map from a user location to a sales location.

19. (Original) The method as defined in claim 14, wherein the first map database comprises sales location aisle map information and the second map database comprises road map information.

20. (Cancelled)

21. (Cancelled)

22. (Cancelled)

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